

Political Advertising during Election

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Abstract

Political advertising is an essential component of successful political endeavours. India is a democratic country and individuals are elected to positions of power through a competitive campaign process called elections. Because of this, politicians have to show voters what they have that is important to the public which is reason enough to vote. The election campaign period cannot be successful without strategic political advertising. However, helping political parties to implement the right channels and smartest strategies requires the intervention of political advertising. This paper takes an in-depth look at the whole issue of political advertising. Each strategy is uniquely applicable to a specific target audience and therefore there must be an understanding of such important information on a political party. Shortly, political advertising is bound to change rapidly with some challenges that are usually synonymous with change.

Keywords: *Political Advertising, political parties*

Introduction

Political advertisement generally refers to advertisements that contain material intended or likely to influence voting in an upcoming election. Political advertising is not necessarily limited to advertisements by parties or contesting candidates. Political advertisement can be understood by studying the Broadcasting Services Act 1992, the Commonwealth Election Act 1918, and state/territorial electoral law relating to electoral affairs and electoral advertising. For advertising in non-broadcast media, the presence of the authority required under the Commonwealth Electoral Act (or state/territorial electoral law) may be a relevant consideration. For broadcast advertising, the Broadcasting Services Act requires an authority for all political matters, not just electoral advertising. This article

explains and evaluates the essential tenets of politics and the use of television advertising to increase the number of voters. A detailed study will be done on the pattern of television advertisement broadcast and viewership. This will be a theoretical study in which the effects of television news channels broadcast during the election on people, for this study secondary data will be used in which Government website and private website will be included. Brüggemann, Michael & Engesser, Sven & Buchel, Florin & Humprecht, Edda & Castro, Laia (2014) have found that Advertising has almost no effect on the overall turnout. On the contrary, we find a situation active and economically meaningful effect of advertising on the vote shares of candidates. In this study, a researcher trying to find out the relationship

between political party and television news broadcast during election political advertising is an increasingly researched area. Research related to elections has been done in different countries but there is a lot of lack in India, due to which very few facts are being available on this subject. Advertising plays a very important role in politics; we can say this because of the decreasing amount of news on television at the time of the election in recent times. In a study by Van Steenburg, Eric (2015) said that a review of 129 published research articles specifically related to the use of advertising in the marketing of elections highlighted eight themes within this body of work, and helped to identify gaps that could lead to areas of future research. Political advertising is an essential factor in the process of creating trust among voters. It can be seen as an exchange of processes to create a contextual effect on the relationship between the political leaders and the voters. The literature claims that for successful advertising the political party must be aware of the whole process. Many different theories and models have been published on political advertising in which most of the models taught to students today are built under the basis of the old learning theory, mass media advertising to be more precise has played a major role in election advertising, only a few published theories and models have been used in this study to investigate to which extent they can be applied to reality. Theories and Models are not developed to fit in the political advertising process to one hundred percent, but they must have some meaning and usefulness, or else they would not be published from the beginning. This study has investigated this to the extension where it has concluded how well the discussed theories

and models are relevant in reality. The study has also concluded what it is that has to be done to the theories and models to make them applicable. And how political parties using this theory and models for increasing their voters?

Election in India

India is a democratic country, its population is about 130 crores, and here everyone together elects a representative through the election process to take important decisions. After winning this representative, sitting in Parliament, they can take decisions on behalf of the people. There are four types of elections in India. Lok Sabha, Rajya Sabha, Vidhan Sabha, any Panchayat or Municipal Corporation elections. "Lok Sabha" is also called a general election. Elections are conducted for 543 Lok Sabha seats in the Parliamentary elections. A maximum of 80 seats in the Lok Sabha are in U.P. and the lowest seats are one each in Sikkim, Nagaland, and Mizoram. Elections are conducted for these seats.

Rajya Sabha, the candidates of the Rajya Sabha are not directly elected by the public, in this election, the elected representatives of the Lok Sabha and the Legislative Assembly together choose the member of the Rajya Sabha. The Rajya Sabha is known as the Upper House. Assembly election through this, governments is formed in the states. Generally, assembly seats are determined in each state according to the area of the state. Assembly elections are held at different times in every state. Panchayat or Municipal Corporation elections are also called Local Bodies Elections. Through this, the election of the members or councilors of the gram panchayat

in the villages and the municipal council in the cities is done.

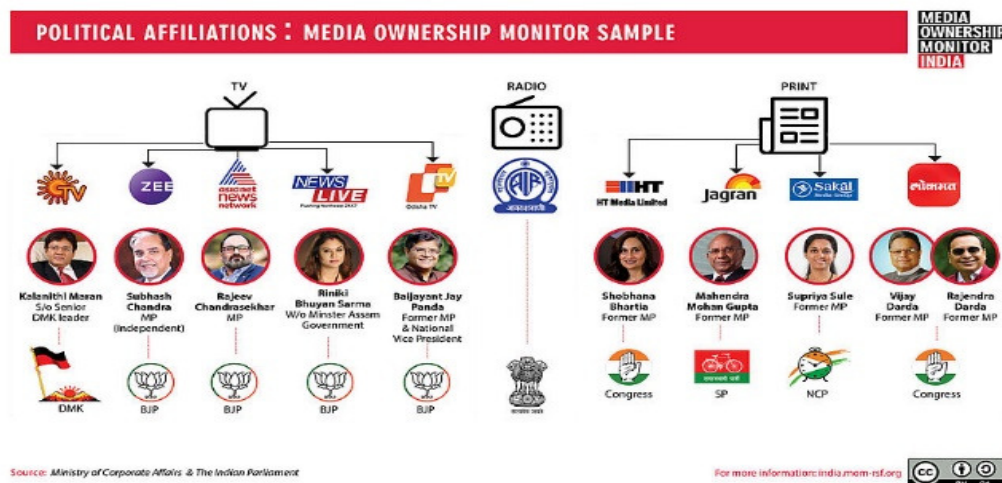
Advertising Strategy and Election

In Indian television, the landscape has changed significantly over the last decade. With the advancement of technology, the television industry has been growing fast like never before, this has set an impressive trend for the growth of the market, and the underlying consequences of this trend's landscape have given rise to some challenges as well. Those with access to the corridors of power have been able to influence the dissemination of information through television, partly owning these outlets, and influencing the way news is presented. Media ownership significantly affects the approach presented in reporting and bias becomes inevitable in such circumstances. There is very much study has been done on advertising strategy in an election campaign, Maxwell McCombs and Donald L. Shaw have proposed Agenda Setting theory in which they said that the presentation of news by the media and the issues which are mentioned in the news affects the mind of the public. It is made in such a way that when that news is given importance and attention

in comparison to other news then the audience will automatically understand it as the most important news and information. And start giving priority to it and then it is decided by the media how people think and how much impact it will have among the audience and how to present the news for it.

Media and Ownership

Dr. Subhash Chandra, co-owner of Zee News, has been a member of the Rajya Sabha, the upper house of parliament, since August 2016, although he was elected with the help of BJP MPs in the state of Haryana. Zee Media Corporation Limited (ZMCL) is the owner of Zee News, largely seen as sympathetic to the BJP and its brand of politics. Rajeev Chandrashekhara is a member of the ruling Bharatiya Janata Party as well as a member of the Rajya Sabha. He leads Republic TV, which captures a large percentage of the English news fragment. Although at present he has formally resigned from the broadcaster's board, he still directly owns two South Indian news channels - Asianet News in Malayalam and Suvarna News in Kannada - Jupiter Capital Pvt Ltd. Different regional news channels are also partially or wholly owned by politicians.



One reason politics and the media are closely linked maybe that regional political parties play an important role in India because they are particularly strong in reaching the masses, and national parties such as the Congress and BJP. These strong political associations, along with regional players, eventually chose their mouthpieces, media outlets, during the election. It is abundantly clear that the media is owned by those who have direct access to or are close to power. Their media channels are likely to focus on forming and influencing opinion rather than impartial dissemination of information. Ownership of people with political connections can easily influence news dissemination. In addition to direct ownership, political advertising can also exert control over editorial content and advertising revenue. But this dependence can sometimes turn into trouble when media houses start earning extra money especially through government advertisements, and this also contributes to the spread of their agenda.

A favorable coverage for the government can be created through the financial dependence of the media houses on state advertisements. Transparent and independent coverage of content is compromised through such 'soft pressure' and sometimes pressure on television channels to articulate the government's stand on the contentious issue. TV too, given that the distribution of government advertisements is based on ratings, there is room for doubt, with the viewership of the four top TV channels being closely related and critics alleging that the allocation of government advertisements on TV is arbitrary. The official state advertisement is the highest in the state and it can be said that the BJP, the

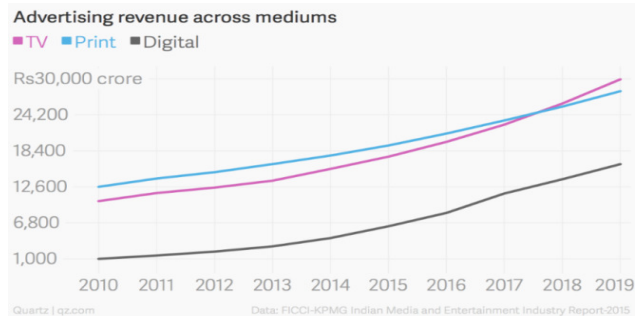
ruling party, has been the biggest advertiser in the last five years.

According to the Broadcast Audience Research Council (BARC), the party had 22,099 entries (the number of times an advertisement was broadcast on TV) in less than a week (between November 12 and 16, 2018), which was almost as compared to the second was double. In the five states that went to the polls at the end of 2018 - Madhya Pradesh, Rajasthan, Chhattisgarh, Telangana, and Mizoram- BJP's ads took the number one spot across all channels. The BJP remained at number two for the last week, while the Congress party could not even make it to the top ten lists. Media owners, fully aware of the political gains through advertisements, both on TV and in print, are the government and the BJP. And the coverage of the opposition is very less. An analysis by The Hoot South Asian media watchdog, states that difficult to trace actual media ownership in India, political parties and individuals with political affiliations own and control growing sections of the press. According to a 2012 report by Business Standard, more than a third of news channels in India are owned by politicians or political allies, who use their channels as "political vehicles" during local elections.

Advertising Growth

Political communication is an integral part of our democratic system and political propaganda is its most widespread and essential form. It uses various media to reach out to its voters as well as create favorable voting behavior. Due to a fundamental shift in the balance of political communication from news to advertising, the public is now exposed to greater amounts of these

campaigns during each election process. Due to which the use of media forms like television, radio, newspapers, etc. has increased for political communication. In the last few years, the use of media is increasingly becoming a part of political communication.



Research has observed that reliance on formal information sources such as TV, radio, and other forms of media contributes to changing a voter's actions and decisions. A classic example of this is "Indira Gandhi telecast the then blockbuster 'Bobby' on Doordarshan to prevent people from attending a rally called by the unified opposition". According to the hypodermic needle theory, mass media has a direct, immediate, and powerful effect on its audience. It presents itself by associating political communication with what the viewer likes, leaving the viewer ununderstood and influenced, Facebook has also been accused at times of designing political communication strategies for customers, Facebook asked to verify political ads after the Cambridge Analytica scandal, to influence voters' preferences based on trends. Yes, they have to follow certain rules. By refusing to campaign on India Shining, the Congress in the immediate aftermath projected itself as a party of the poor. It put forward issues like power of law, right to information, etc. It is believed that it was because of presenting itself as a party of the common man that the victory of the Congress was decided.

Narendra Modi, with his 2014 election campaign secured a resounding victory. He conducted election rallies by integrating marketing gurus, event

management campaigns, and technical background with political communication to achieve maximum impact. His rallies looked nothing less than a corporate event. From 3D rallies to events, from chai pe charcha to state tours, it would not be wrong to say that Modi's 2014 campaign was the biggest mass movement seen anywhere in electoral history. Modi's attempt to project himself as a national regional brand name, clean up the past and connect with the urban youth was successful. He created an identity that connected with more people than BJP. His discourse on economic growth and prosperity intersects at the superficial level of consciousness. Any campaign that urges citizens to take ownership and calls for excessive participation affects people. As per the Election Commission, a total of Rs. 714.28 crores were spent on the 2014 elections by BJP alone. This is about Rs 200 crores more than Congress' expenditure during 2014 polls. It was an expensive campaign but at the same time, it did achieve its desired targets. Congress set up an election control room to keep track of all its programs and campaigns. The party focused on the middle class. The INC also started a social media platform named Khidki.com to counter the discussion on Modi's chai. Here he interacted with party workers, Presidents of Block, District and State Congress Committees, and then with the general public. Also, the party launched its new

advertisement with the title of 'Main Nahi Hum' in which Rahul Gandhi and nine others from different communities people were involved. Its slogan (Har Haath Shakti, Har Haath Progress Ki) helped portray Rahul as a young and vibrant leader who wants to fulfill all the expectations of the common man.

During the 2014 polls, INC hired Burson-Marsteller, JWT, and Dentsu for an image makeover of the party and their leader Rahul Gandhi. While criticizing their then opponent, Narendra Modi, the party promised issues like “Right to Health”, “Right to homestead”, “Right to social security” and “Right to pension”. Another advertisement which said “Congress ka chehra–KataarSoochNahi, Yuva Josh” and projected it across all media platforms, talked about the party's vision towards youth and its vision of a corruption-free country. Several other advertisements ran under the name 'Bharat Nirman' campaign under the 100-crore initiative of the Ministry of Information and Broadcasting. Political parties and candidates both come up with unique proposals to become the favorite of the people. Between November 2018 and March 16, 2019, the Bharatiya Janata Party (BJP) had 77,995 total ad entries on television, while the Indian National Congress (INC) had 49,473 total ad entries. According to data released by EdX India, a division of TAM Media Research, political parties including BJP, Congress, Samajwadi Party (SP), and YSR Congress Party are expected to spend Rs.2,300 crore to Rs.2,500 crore advertisements in this general election.

Impact of political advertising on people's behavior

About 60%-70% of the advertising spends on television, as it has a bigger reach

than the rest of the medium. And in the case of general elections, both national and regional TV channels will get advertising money from all parties. According to Atkin and Heald (1976), citizens are better informed about the thank you given on television advertising by the candidates. Television advertising enhances the name recognition of candidates of any political party (Cade, 1982). Not only political candidate magnifies a candidate's name and recognition, but it also increases the candidate's understanding of the policy position. Citizens would start to understand the efforts adopted by various political parties and their leaders to influence voting behaviors through different advertising tools, in the case of candidate advertising, political agencies will assist political parties to understand voter needs and design advertising campaigns accordingly. Eventually, it may lead to developing a feedback loop that becomes a tool for participative democracy, where voters can communicate their priorities to politicians and policymakers. Several private companies in India provide political advertising and support to political parties, apparently not just in the name of advertising, such as the Indian Political Action Committee, led by Prashant Kishor and the Association of Brilliant Minds, Bharatiya Janata Party is working for Dentsu, Epcos and many more. Over time, more and more companies will enter this sector, considering the amount of money involved; And as the area grows, the awareness of the voters about the subject is bound to increase as well. It is begun to understand the strategy adopted by various political parties and their leaders to influence voting behavior through various political advertising tools

Conclusion

In the presentsituation, there is an increasing trend of political advertising and it became very powerful when political leaders are using television channels for their advertisement. The reach of television between common people is higher than other media tools and in a television channel, there is no need to be educated that's why the political parties have tapped this and they are constantly communicating with the masses using television channels. There are many 24x7 news channels in national and regional languages. The political advertising agencies that present politically related advertisements will assist political parties in understanding voter needs and designing campaigns accordingly. After a study done on the pattern of television advertisement broadcast and viewership during the election, the effects of television news channels broadcast on people have a great impact on the election and it will help to increase the number of voter's because people believe that what they are watching is true and this statement is proved by a television broadcast. Political parties using television broadcast strategy during the election spend lots of money on television advertising and make people believe in them and their candidate became trustworthy and understandable to the public.

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